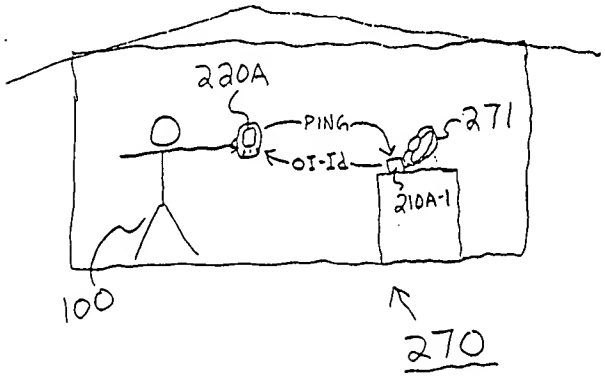
131
P/S-INFO SERVER
ISS
130
135
P/S INFO
140
OUTPUT
100
125
UID-INFO.
[OI-Id]
122
P S A
120
100
OI-Id
115
OI
101
OI-Id PROVIDER
110

FIG. 1A

OI
135
[P/S-INFO]
-OR-
[OI-KEY]
129
101
OI
P/S-INFO SERVER
131
I/O
150
129
[OI-KEY]
120
PSA
100
129
[OI-KEY]
120
PSA
100
[OI-Id]
139
OI-KEY SERVER
ISS
130
OI-Id
115
OI-Id PROVIDER
110

FIG. 13


220A
PING
271
210A-1
100
270

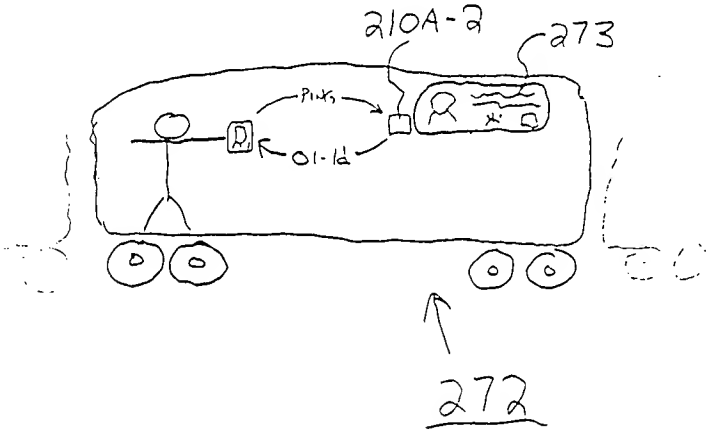
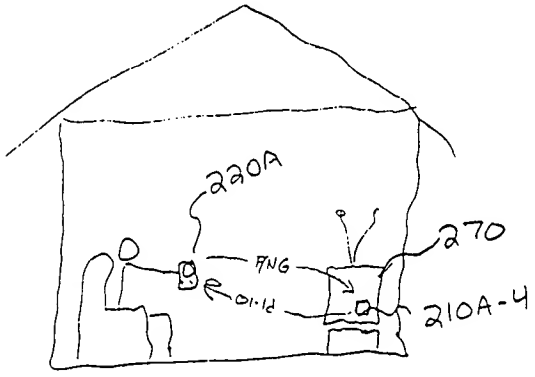
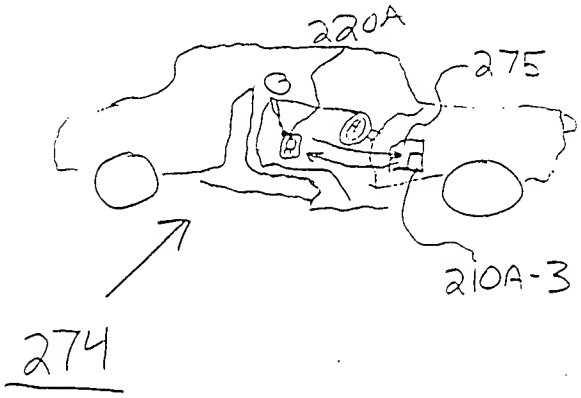

210A-2
273
PING
272

FIG. 2A


220A
270
PING
210A-4
276


220A
275
210A-3
274

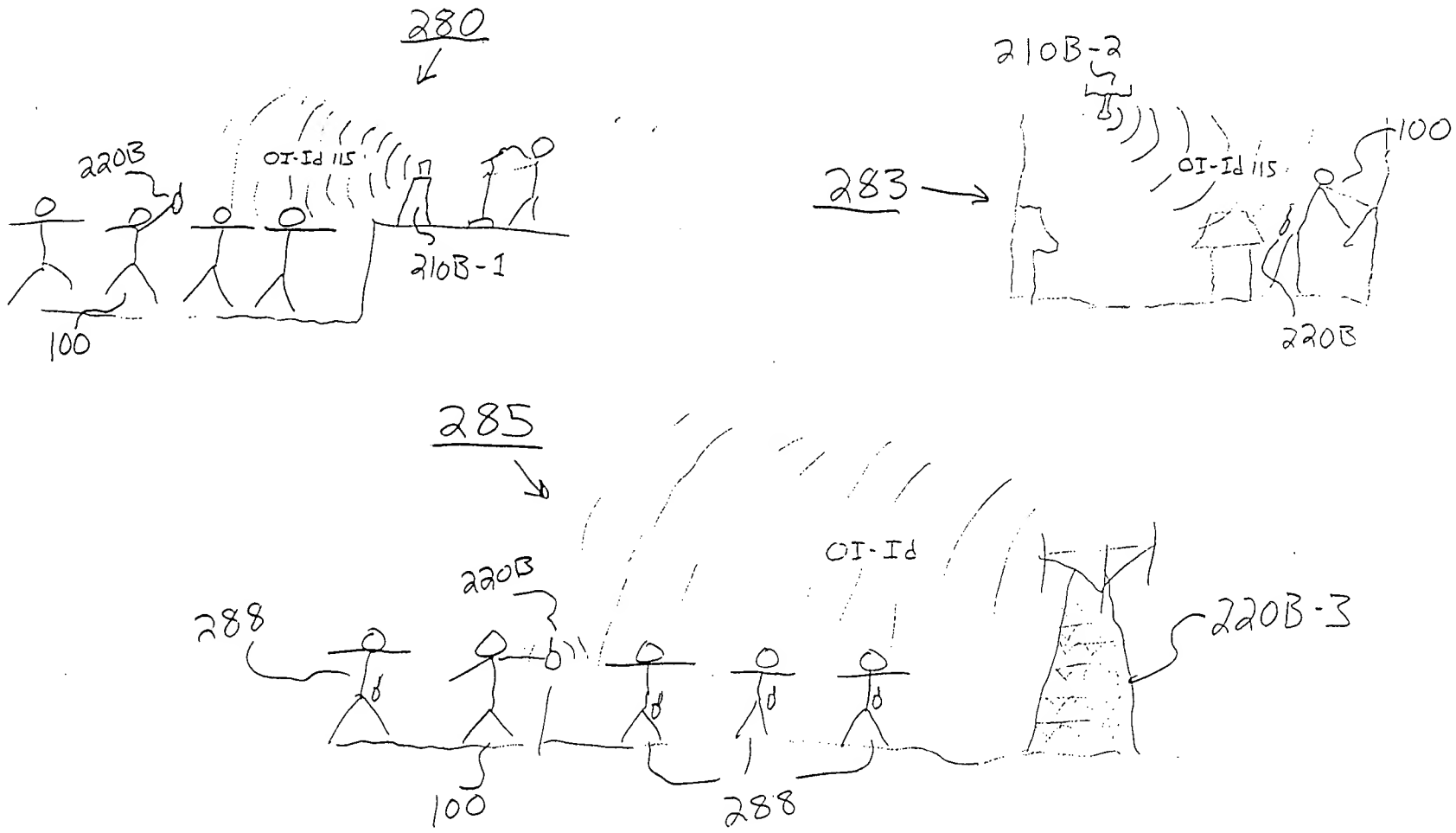
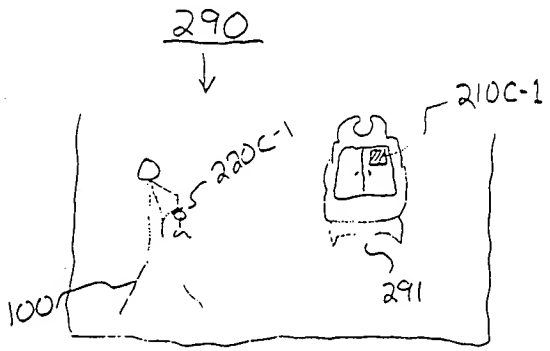

280
220B
OI-Id 115
210B-1
100
283
210B-2
OI-Id 115
100
220B
285
220B
OI-Id
288
220B-3
100
288

FIG. 2B


290
210C-1
220C-1
100
291

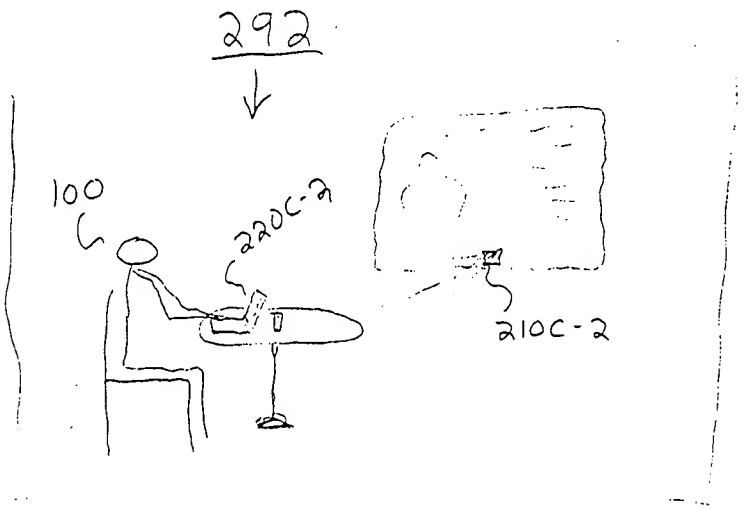
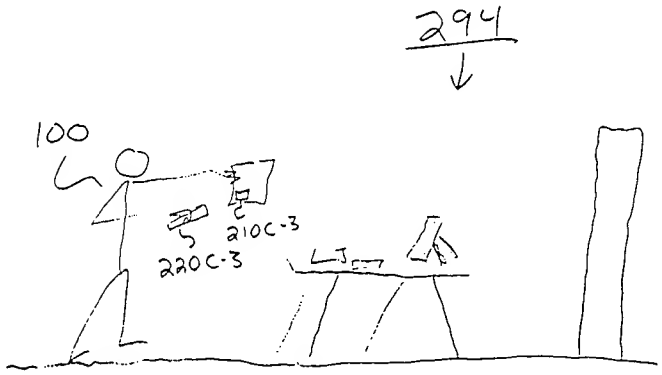

292
100
220C-2
210C-2

FIG. 2C


294
100
210C-3
220C-3

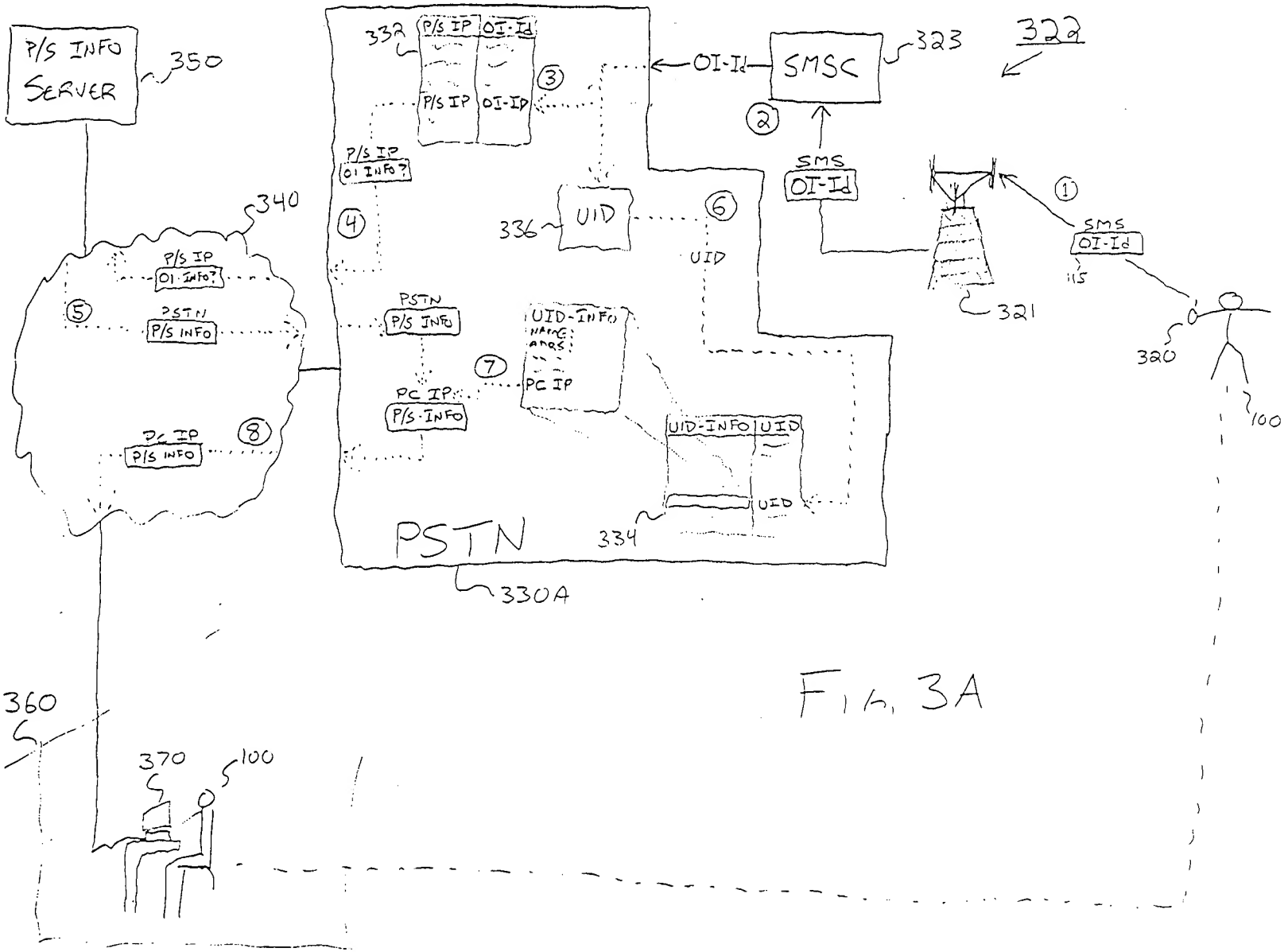

P/S INFO SERVER
350
340
P/S IP
OI-INFO?
PSTN
P/S INFO
PC IP
P/S INFO
332
P/S IP
OI-Id
OI-Id
SMSC
323
322
SMS
OI-Id
115
321
320
100
336
UID
UID
PSTN
P/S INFO
UID-INFO
NAME
ADDR
PC IP
PC IP
P/S-INFO
UID-INFO
UID
UID
334
PSTN
330A
360
370
100

FIG. 3A

FIG. 3B


P/S INFO SERVER
350B
340
341
U-IP P/S INFO
P/S IP U-IP
SMS-G
325
SMSC
323
SMS P/S IP
321
322
SMS P/S IP
320
100
370
100
360
1
2
3
4
5

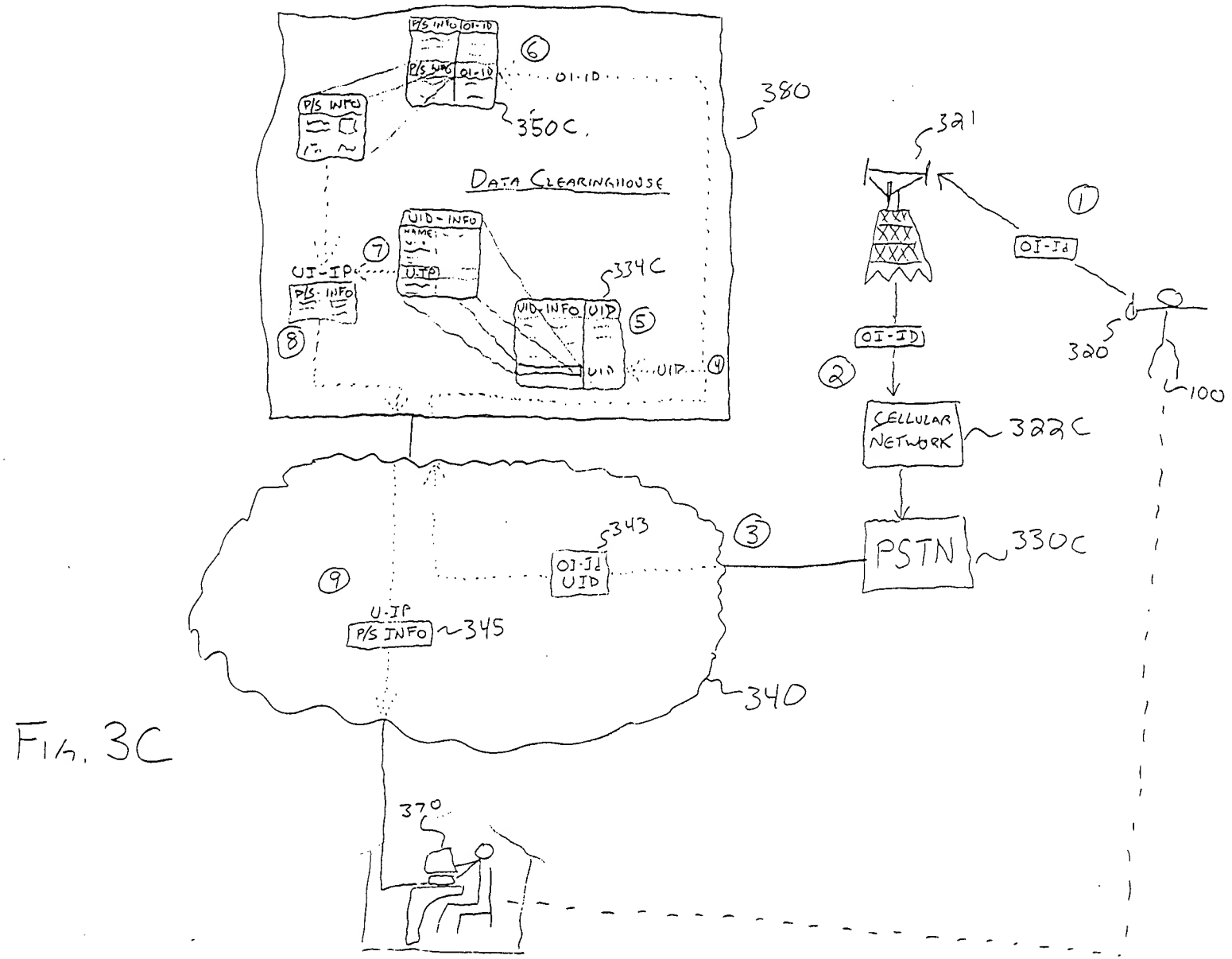

P/S INFO
OI-ID
P/S INFO
OI-ID
6
OI-ID
350C
380
DATA CLEARINGHOUSE
UID-INFO
NAME
UID
7
UI-IP
P/S INFO
8
334C
UID-INFO
UID
5
UID
UID
4
321
1
OI-Id
OI-ID
2
320
100
CELLULAR NETWORK
322C
3
PSTN
330C
343
OI-Id
UID
9
U-IP
P/S INFO
345
340
370

FIG. 3C

405
410
420
400
415
SMS
ID-ID
430
PSTN
425
SMSC
421
PAGE
ID-ID
435
440
e-coupon
445
450
PS
INFO
MARKETING
480
470
475
400
Café La Noir

Fig. 4

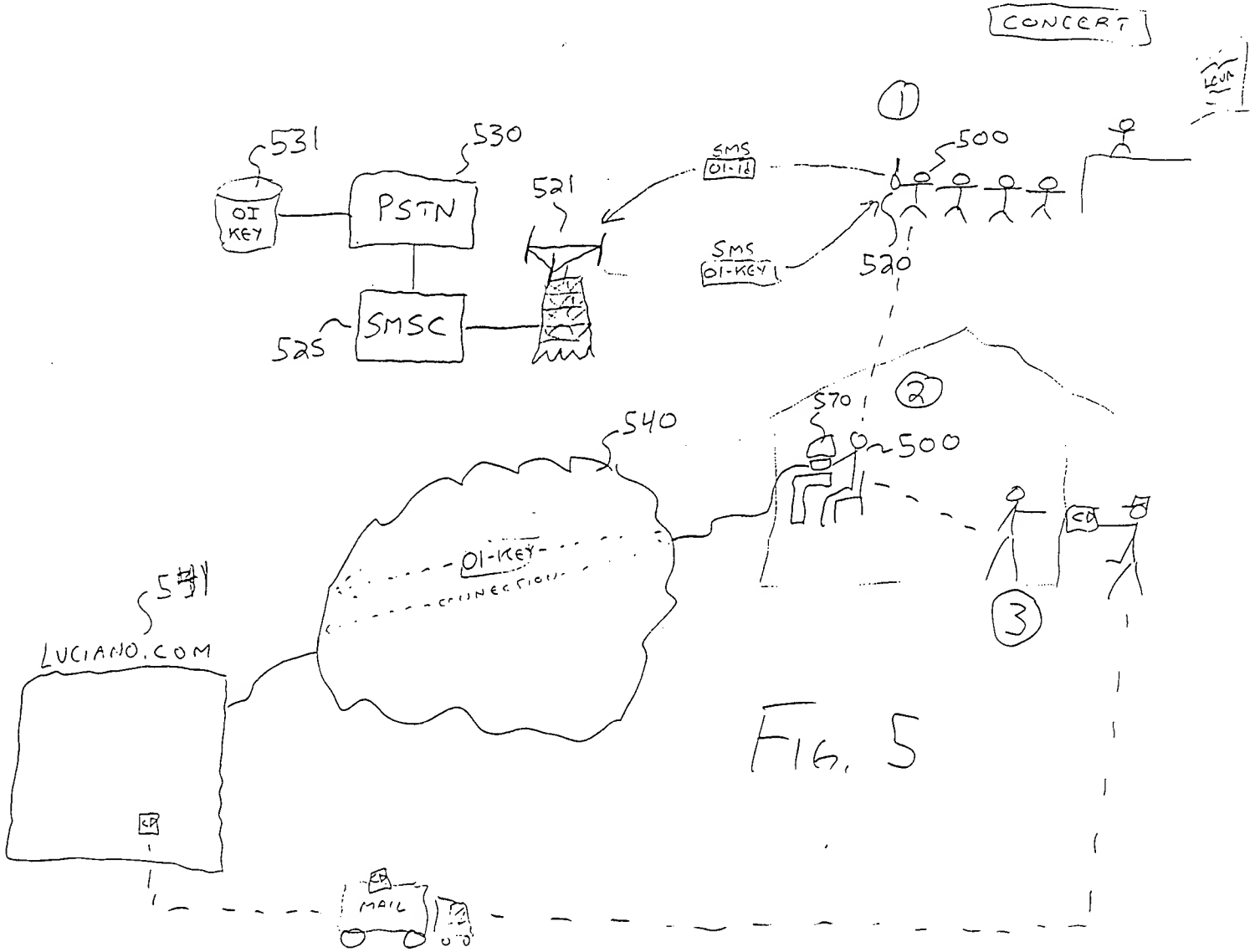

CONCERT
1
531
530
OI KEY
PSTN
521
SMS OI-ID
500
SMS OI-KEY
520
525
SMSC
2
570
500
540
OI-KEY
CONNECTION
5??
LUCIANO.COM
3
MAIL

FIG. 5

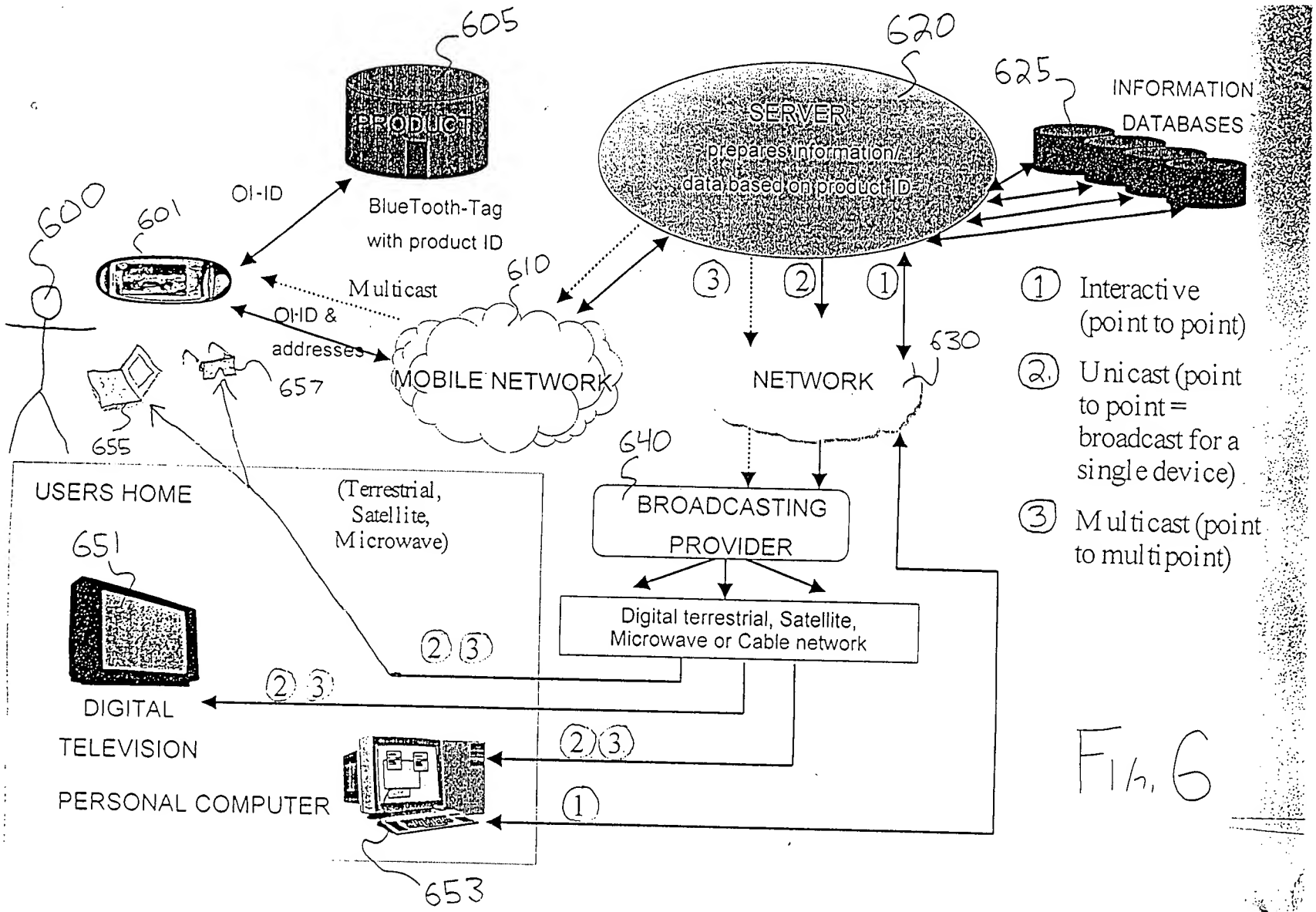

605
PRODUCT
620
SERVER
prepares information/
data based on product ID
625
INFORMATION
DATABASES
600
601
OI-ID
BlueTooth-Tag
with product ID
Multicast
OI-ID &
addresses
610
MOBILE NETWORK
NETWORK
630
657
655
640
BROADCASTING
PROVIDER
USERS HOME
(Terrestrial,
Satellite,
Microwave)
651
Digital terrestrial, Satellite,
Microwave or Cable network
DIGITAL
TELEVISION
PERSONAL COMPUTER
653
1 Interactive (point to point)
2 Unicast (point to point = broadcast for a single device)
3 Multicast (point to multipoint)

Fig. 6

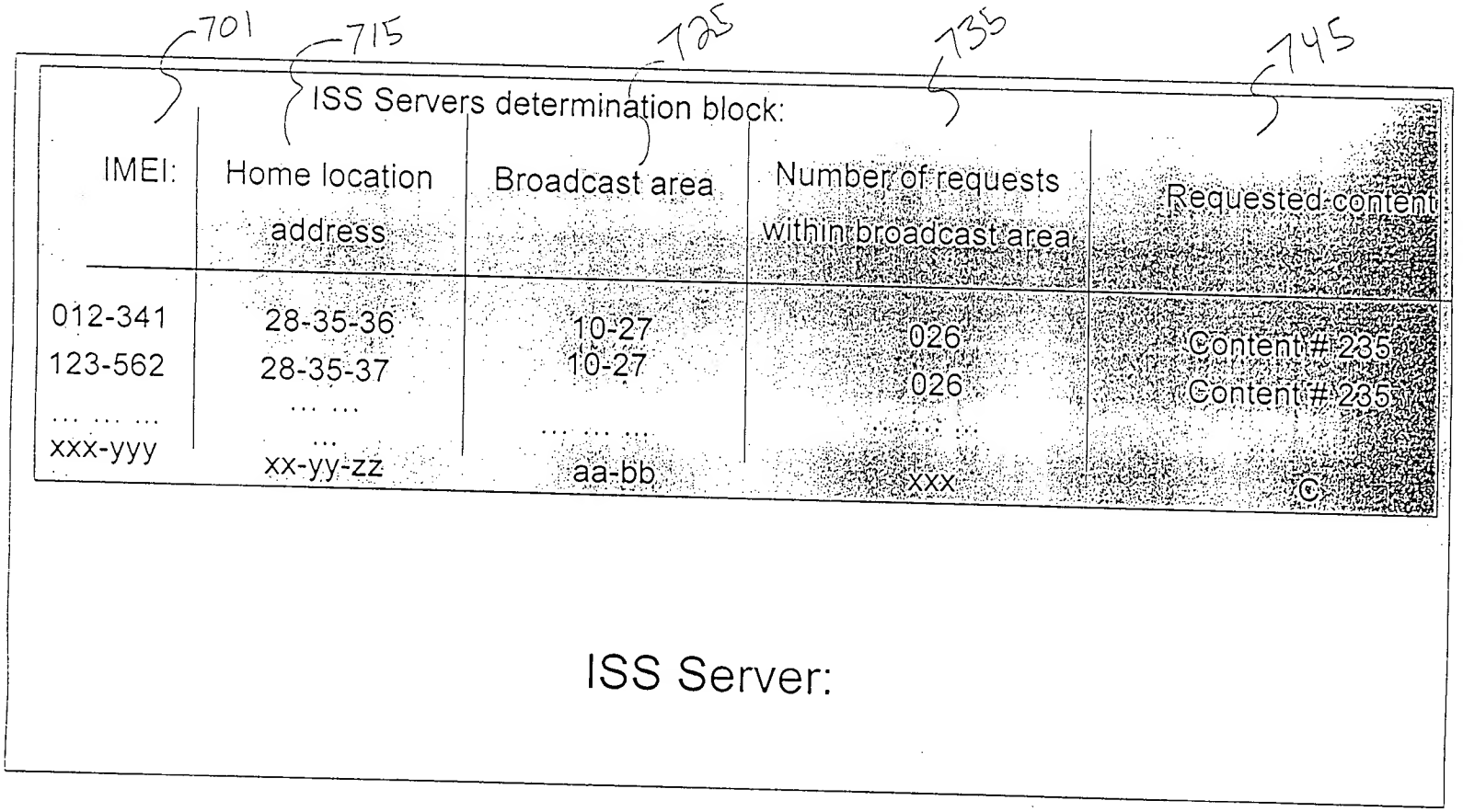

701
715
725
735
745
ISS Servers determination block:
IMEI:
Home location address
Broadcast area
Number of requests within broadcast area
Requested content
012-341
123-562
xxx-yyy
28-35-36
28-35-37
xx-yy-zz
10-27
10-27
aa-bb
026
026
xxx
Content # 235
Content # 235
ISS Server:

Fig. 7